

Sawyer, Donaldson, Brown, Tindol Win

VALUES BEST IN USED CARS IN LONG TIME

Today's used car buyer will find the best bargains since 1955-56, according to *Changing Times*, the Kiplinger Magazine.

An article in the current issue of the magazine notes that dealers' inventories are high, and prices are the lowest in several years. Indications are that 1960 will be a big new car year, and used cars sell in the ratio of 2:1 to new cars. When new cars sell well, dealers are loaded with trade-ins, and there's no way to cut back "production" when supplies get too high. The only thing to do is lower prices to increase demand, and the magazine predicts many new-car dealers will do that, particularly in May and June.

In addition, the article states the U. S. compacts and imports priced at \$2,000 or less are pushing down used car prices.

Best buys, say the editors of the magazine, include many of the three-year olds which will be selling for around \$1,000 this summer. They probably have depreciated during the first quarter of their average life span to about 40 percent of their original price. So even if a \$1,000 three-year old depreciates as much as 30 percent in the next two years, the actual dollars and cents cost of depreciation is considerably less than that borne by the original owner.

The editors warn against cancelling out savings in lower depreciation by purchasing a car with high maintenance costs. For operating economy, they advise sticking to the low priced cars.

Attend Boys State From This County

A group of boys from Elba and Western Coffee county are attending the American Legion Boys' State at the University of Alabama, Tuscaloosa.

They are Jimmy Harrison, sponsored by the Elba Legion; Robert Russell, sponsored by Dorsey Trailers; Roy Rogers of Kinston; and Walter Lunsford of New Brockton.

Robert Russell was elected a "Senator" at the opening of the convention. They will return to Elba Friday, this week. The boys selected make up the community of 400 boys gathered at the University of Alabama and under the supervision of the Department of Education of the American Legion will operate as a state government made up of counties and cities for a full week. The boys will select state, county, and city officials in regular elections, who will serve in that capacity. One day will be spent at the State Capital in Montgomery where the state official will surrender their desks to the boys elected to their corresponding jobs in Boy's State.

Dr. Head To Join Auburn Faculty

Dr. William F. Head, Jr., will assume his position as associate professor of pharmaceutical chemistry at Auburn University on Sept. 16. He is a native of Elba, son of Mr. and Mrs. W. F. Head.

Now serving as a member of the Elia Lilly Co., staff, Dr. Head's major research interests are in cancer chemotherapy and immunology. He is a 1954 graduate of the Auburn School of Pharmacy. The doctor of philosophy degree in pharmaceutical chemistry was granted him in 1957 by the University of Florida.

Will You Be One of 26 Whose Federal Income Tax Return Gets Special Test?

A spokesman for the Society of Certified Public Accountants today had words of both caution and comfort for the lone-liest man in the income tax picture—the man in 26 whose return is questioned.

David E. Young, Executive Secretary of the Alabama Society of Certified Public Accountants, envisions an era when electronic machinery will quickly check every taxpayer's return against records not only of his employer, savings bank, dividend-paying corporations, mortgage holder, but in fact every one with whom he has had some financial dealings. But at present such high-speed office equipment is limited to the mathematical check of the clerical accuracy of nearly every return filed.

The selection of which returns are to be audited is still a matter of individual judgment of Internal Revenue Service employees, who "classify" returns. This special section of each District Director's office is trained to spot returns which appear to be incorrect, and those individuals seem to acquire a "sixth sense" for detecting errors in income, deductions or exemptions. In addition, an undisclosed percentage of "innocent" returns are selected for examination each year as a check on the efficiency of the classifiers and as a test of the unwary "Mr. Average."

For you who are invited to visit with the U. S. Government to discuss the details of your income tax return, Mr. Young has three basic pieces of advice:

1. Don't be antagonistic. It won't help. The interviewing agent has strict instructions to be courteous. If you re-probate, your visit will be less trying.

2. Don't be encouraged by stories of percentage settlements with big tax-payers. These are rare and involve special collection problems.

3. Be prepared to substantiate items questioned with factual material such as cancelled checks, paid bills, or receipts. You can bargain on matters involving judgement such as the value of damages in a casualty loss or on items on which the Government doesn't expect detailed proof, such as sales tax paid. But once you have conceded the accuracy of the agent's findings, don't try to bargain further. It won't work.

"If you are called in, you are not being put in a class with notorious tax evaders," Young assures. "Unless you have deliberately evaded liability or perpetrated a fraud, the worst you can expect is a bill for additional tax plus interest."

"In many cases there is no additional tax to pay and in a few there is actually a refund," he pointed out. "The Government may merely wish to see substantiation of your deduction claims. In addition to returns involving large incomes and questionable deductions, the IRS must also examine at random a substantial number of 'average' returns. If all the 'Mr. averages' were ever tempted to exceed their legitimate deductions, safe in the knowledge that they would not be checked, the results would be chaotic. Cheating would increase, rates would go up equally would vanish and finally the whole tax structure would collapse."

"The spot check and the taxpayer's conscience are the only effective deterrents to a general decay of our tax system."

IRS officials have indicated

that two of their current targets are taxpayers who fail to report dividends and interest, also those who stretch their deductions such as charitable contributions and miscellaneous business expenses to so-called "safe" percentages. Because the Government's revenue losses in each category amount to millions of dollars annually, the "spot check" takes on added significance.

The first-level meeting is with an IRS agent and may be held in the Government office or at the taxpayer's place of business. Except for obvious errors of arithmetic or apparent fraud, questions will involve differences in judgement over such items as depreciation, allowable business expenses, valuation of inventories and allocation of income or costs between years. In addition, the examiner will probably require information regarding certain deductions or exemptions claimed. If John Doe has deducted an unusually high amount of charitable contributions for a man in his income bracket (in 1956, the average was \$299 for a taxpayer of \$9,000 income), the agent will probably wish to see something in support of his claim.

By the end of the discussion, the agent will sum up his opinion in the form of a proposal for tax adjustment. If he feels so justified. He will calculate the new tax total and ask that the taxpayer agree to a refund.

This means taking the case to Federal District Court, where judge and jury will hear it, or to the Court of Claims. A second alternative is to take the case to Tax Court where the tax need not be paid until the suit is lost.

Young emphasized that, at the IRS plateau, there is a time limit within which the taxpayer must make his decision to either accept or reject the Government's proposal. Failure to decide may prompt the assessment of additional tax, although extra time is usually granted if requested for a good reason.

"If your tax return is questioned, you may have a problem," Young concedes, "but the solution can be pleasant if you have kept proper records to support your deduction claims."

Dr. Warr Attends Optometric Meet

Dr. E. M. Warr, Elba Optometrist, attended a meeting of the Public Relations Committee of the Alabama Optometric Association in Montgomery.

The Elba Optometrist is vice chairman of the committee.

NEW HOPE 4-H CLUBBERS WIN 2 TOP PLACES

Judy Fillings and Kenneth Sanders of New Hope placed first in the 4-H Essay and Speaking Contest on Farmers Cooperatives held at the Elba Court House Friday, last week.

Second place winners were Eddie Knowles of Fairview and Diane MacWhorter of Kinston. The contest was sponsored by the Covington Electric Cooperative of Andalusia and the Ozark Production Credit Association.

The two first place winners will compete in the district contest in Troy next Thursday, June 9.

The taxpayer's case to his satisfaction, he may take his case to one of three courts—any Federal District Court, the Court of Claims, or Tax Court. "Before going beyond IRS discussion levels, the taxpayer should consult a lawyer," Young cautions. "Any court proceedings is a highly complex matter and should be handled by someone technically competent to do so. One alternative is to pay in full the tax which the Government claims you owe, then sue the Government for a refund. This means taking the case to Federal District Court, where judge and jury will hear it, or to the Court of Claims. A second alternative is to take the case to Tax Court where the tax need not be paid until the suit is lost."

Young emphasized that, at the IRS plateau, there is a time limit within which the taxpayer must make his decision to either accept or reject the Government's proposal. Failure to decide may prompt the assessment of additional tax, although extra time is usually granted if requested for a good reason.

"If your tax return is questioned, you may have a problem," Young concedes, "but the solution can be pleasant if you have kept proper records to support your deduction claims."

Tractor Contest To Be Held Here

The annual 4-H club tractor program and driving contest will be held at Redmen-Windham Tractor Co. in Elba Friday, June 10, beginning at 8:30 a.m.

The winner will represent Coffee county in the statewide contest at Auburn in July.

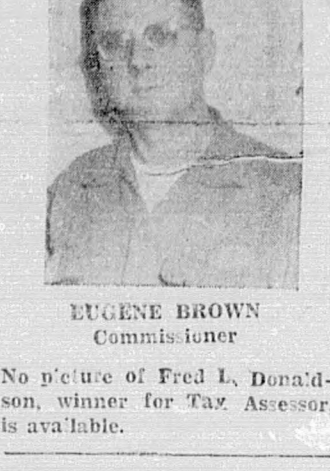
The Winners—



JAMES L. SAWYER
New Tax Collector



CLAUDE TINDOL
Commissioner



EUGENE BROWN
Commissioner

No picture of Fred L. Donaldson, winner for Tax Assessor, is available.

Mayor's Daughter Gets M.A. Degree

Miss Henri Ann Taylor, daughter of Mayor and Mrs. H. C. Taylor, graduated last Sunday, May 29, from the University of Alabama with the degree of M. A., majoring in physical education. She plans to enter the teaching profession but has not yet decided where.

The mayor and Mrs. Taylor attended the graduation ceremonies at Tuscaloosa.

Sawyer Is Top Man On Ticket; Loyalists Win

Wonder Horse to Be At Armory Friday

Gene Thomas, as the Cimarón Kid, with his wonder horse, Gold Rush, Prince of the Palomins, will be at the Elba National Guard Armory, Saturday, June 4, at 8 p.m. with Rosalita Montez featured direct from an engagement in Hollywood Boulevard Nite Club.

The horse will do over 30 different tricks such as waltz, rumba, fight talk, mock a girl walking down the street, kiss the girls, and smile as Tennessee Ernie.

Miss Montez' numbers will include rock n roll and westerns.

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OBITUARIES

SOLOMON KELLEY

Solomon Clayton Kelley, 79, of Glenwood, died Friday, May 13, in a Troy hospital. He is survived by a widow, Mrs. Maggie Kelley; one son, Glover Kelley of Glenwood; one brother, Dan Kelley of Laverne; two sisters, Mrs. Lizzie Pick of Pensacola, Fla., and Mrs. Frank Peck of Foley, and one granddaughter.

Funeral was held Saturday from the home of the deceased, 101 E. Bethel Baptist church with the Rev. Murray Carter officiating. Burial was in the Providence cemetery.

MRS. IDA LEE HESTER

Mrs. Ida Lee Hester, 39, of Elba, died Monday, May 23, in a Troy hospital. She is survived by her parents, Mr. and Mrs. C. H. Hester of Elba; four sisters, Mrs. Minnie Johnson of Glenwood, Mrs. Ouida Swain of Troy, Mrs. Minnie Vance of Montgomery, Mrs. Vera Valentine, now in Germany; a brother, Leroy Hester of Montgomery.

Funeral services were held Tuesday from Zion Chapel Church with the Rev. Earl Kelley officiating. Burial was in the church cemetery.

MRS. J. H. WILLIAMS

Mrs. J. H. "Starlight" Williams, 60, died Tuesday, May 24, in a hospital at Ozark. She is survived by one sister, Mrs. Willie Pearl Selman of Goodwater.

Funeral services were held from the Goodwater Presbyterian Church with burial in the Goodwater cemetery.

JOINS ROSS SMITH

W. M. "Mac" Driggers, well known automobile salesman, has joined the sales staff of Ross Smith Chevrolet, Inc. Mr. Driggers is well known in Elba and has a wide circle of friends and customers here and elsewhere throughout Coffee county.

PROUD GRANDPARENTS

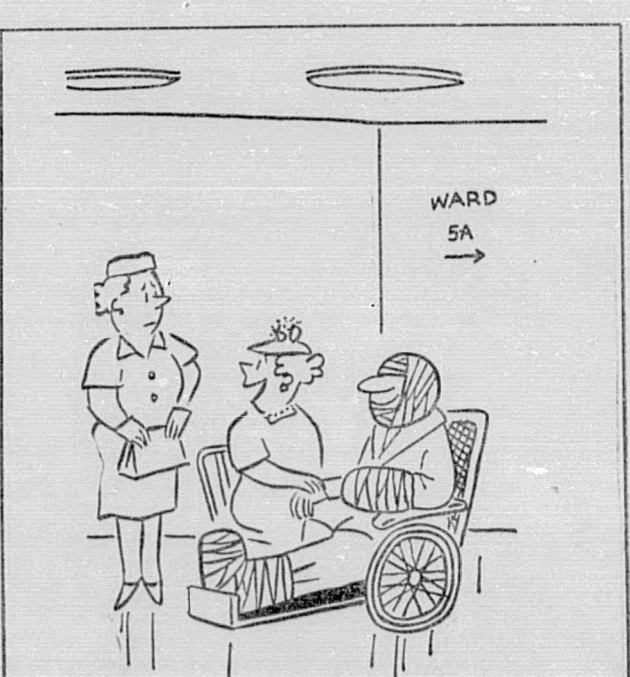
Mr. and Mrs. Cecil Bowdon are proud grandparents. Mrs. Bowdon is manager of the Federated Store in Elba. Their son and daughter-in-law, Mr. and Mrs. James D. Bowdon of Bristol, Tenn., announced the birth of a daughter Tuesday, May 24, in Bristol. The new arrival has been named JaVonda Louise. The maternal grandparents are Mr. and Mrs. David Akard of Bristol.

SACRED HARP SING

The Shady Grove Annual Sacred Harp sing will be held Sunday, June 5, at the Shady Grove church, eight miles north of Elba on the Troy-Elba highway. Everyone is invited.

JUNE

The Dishonor Roll by Jerry Marcus



"JOHN'S ABSOLUTE FRUSTRATION—HE TURNED HIS HEADLIGHTS RIGHT BACK ON HIGH BEAM WHEN THE OTHER DRIVER WOULDN'T DO HIM."

The Travelers Safety Service

Bad manners on the highway helped to kill 37,600 persons in 1959.

POOR ORIGINAL

SOCIETY - NEWS - SECTION

BY MRS. WILL KENDRICK

—Society Editor—

PHONE TW 7-2785

Miss Rhetta Ann Crook and Mr. Cogan Wed In St. Columbia's Catholic Church

Miss Rhetta Ann Crook and Mr. Gerald Edward Cogan were married in St. Columbia's Catholic Church in Dothan Saturday, May 21 at 10 a.m. Rev. William Jones officiated using the double ring ceremony. Nuptial organ selections were rendered by Mrs. Henry Walling of Dothan.

Mrs. Wayne Marler was the bride's only attendant. She wore a white chiffon street-length dress with a blue jacket, blue shoes and a blue feather hat. She carried a bouquet of white and blue carnations.

The bride, given in marriage by her father, wore a waltz-length gown of chantilly lace over tulle with a crushed tulle train and a half

boy with streamers in the back. The scalloped neckline was V-shaped in the back. Her elbow length gloves were peeked and of chantilly lace. Her veil of illusion net extended from a small pearl crown. Her only ornament was a pair of small pearl earrings. The bridal bouquet was a white orchid centered on a cross of white carnations carried on top of a white bride's misal.

The groom's best man was his brother-in-law, Reta Allen, of Eatonton, New Jersey.

The bride's mother wore a pink lace dress with pink hat and a corsage of white carnations.

The bride is the daughter of Mr. and Mrs. Kermit G. Crook of Elba and the groom's par-

ents are Mr. and Mrs. G. E. Cogan of Cranston, Rhode Island.

Following a wedding trip to places of interest in Florida, Mr. and Mrs. Cogan are at home with her parents in Elba.

Mrs. A. C. Dunaway Is Hostess at Shower For Miss Dismuke

Miss Tulah Dismuke was honored Thursday afternoon, May 26, when a miscellaneous shower was given at the home of Mrs. A. C. Dunaway. Hostesses were Mrs. Dunaway, Mrs. Myrtle Sellers, Mrs. Oona Vaughan, Mrs. M. A. Eva Easters and Mrs. Roy Watkins.

A fan-shaped arrangement of yellow and white shades on the mantel and curtains in the same colors on the buffet were used in decoration. Five branched cardinals holding

graceful yellow candles were placed under the arch leading from the living room into the dining room. The bride's table overlaid with a cut-work linen cloth was centered with a large crystal punch bowl in a nest of lacy yellow and white flowers interspersed with delicate greenery. Crystal holders with yellow candles completed the table decoration.

Guests were met by Mrs. Dunaway who presented them to the receiving line composed of the bride, her mother, Mrs. L. J. Dismuke and Mrs. John B. Wiss, mother of the groom-elect.

Mrs. Caxton Hornsby, sister of the bride-elect, registered the guests. Miss Sara Beth Say furnished piano selections during the calling hours. Pam and Marie Vaughan and Harriet Ballard assisted in serving party sandwiches, nuts, and mints. Mrs. Lamar Vaughn and Miss Mary Jo Wise poured punch. Mrs. Doug Martin and Mrs. Eva Easters presided in the gift room.

Those calling included friends from Enterprise, Luverne and Elba.

GO TO CHURCH SUNDAY

Is Wed In April



Mr. and Mrs. C. B. Boyer of Elba announce the marriage of their daughter, Mildred Gwen (above) to Mr. Harry H. Smith of Atlanta Ga. The marriage was performed April 8 at 4:30 p.m. at the First Methodist Church in Miami, Fla.

Mr. and Mrs. Daniel Alonzo Linton, Sr., of Glenwood have announced the engagement of their daughter, Peggy Maybada to George Simon Stouch, Jr., son of Mr. and Mrs. George Stouch Sr., of Bay Minette. The wedding will be an event of June 26 at 4:30 p.m. in the Glenwood Methodist Church.

Engagement of Miss Linda

Engagements

Miss Mary June Wise and Billy Marshall Murchison will be wed Saturday, June 4, at 4 p.m. in the home of the bride-elect at Kinston. She is the daughter of Mr. and Mrs. J. Taylor Wise of Kinston, is a graduate of Kinston High School and has a B.S. degree from Auburn University. Mr. Murchison is the son of Mr. Anna B. Bragan and B. Marshall Murchison of Birmingham, and is a senior at Auburn.

ATTENDS REUNION
Warrant Officer Albert D. Reeves Jr., of the Elba National Guard, attended a reunion of the 42nd MP Company, the unit with which he served in World War II, at Enfield, N.Y. Saturday, May 14. He was accompanied by Mrs. Reeves.

CEMETERY WORKING
Cemetery working at Woodland Grove, delayed on account of rain, will be next Saturday, June 4.

Get the Clipper Reading Habit

MR. RETAILER!

YOU LOSE 3 OUT OF 10 Customers Every Year AND 30 PER CENT OF YOUR BUSINESS LEAVES WITH THEM!

Hard to believe, but true! If yours is an average business, you LOSE 30% of your customers each year. If you don't believe it, look through last year's accounts and see how many are no longer active.

WHY? DO YOU LOSE THEM?

Through death, moving to another community or through the efforts of hard-driving competitors—a variety of reasons, some of them beyond your control.

At the same time, there's a normal business increase Of Only 4% Each Year.

That leaves you facing a 26% handicap each year—a handicap you must overcome if your business is to remain healthy and profitable.

What Do You Do About It?

The answer lies in better merchandising, better planning, more vigorous promotion of fast-selling goods and service.

The surest, most profitable method of sales promotion is consistent, timely newspaper advertising.

ADVERTISING IS THE LIFE OF TRADE

(The Above reprinted from The Montgomery Advertiser)

And advertising is news. Newspaper readers want advertising because it's news. They want to read about the latest values. Surveys have shown that, among the various features in a newspaper, advertising ranks first in interest with the women and second with the men.

Nothing sells a city to the surrounding area like a newspaper. Nothing sells a merchant's products like a newspaper.

IS FOR PPRINTING

Printing Builds Sales, Speeds Operations, Saves Money Because It Saves Time!



LETTERHEADS - ENVELOPES SALES LITERATURE - TAGS

Moore Business Forms—

Any Kind of Printing except Money!

IS FOR PPRECISION

Precision Is Our Watchword! In Every Step From Typography To Presswork. We Take Particular Care To Turn Out Printing To Do You Proud!



Every Step Is Planned - There Is No Guesswork!

IS FOR PPRESTIGE

Does Your Printing Reflect The Prestige And Personality Of Your Business? If Not, We Have The Knowhow To Make It So!



Our Printing Reflects Economy—Never Cheapness

The Elba Clipper

LEGAL NOTICES

STATE OF ALABAMA

COFFEE COUNTY

Whereas, Little Ben Phillips and husband, Shelby Phillips, executed to Elba Exchange Bank, Elba, Alabama, on to-wit, August 10, 1957, a mortgage upon the real estate hereinafter described to secure an indebtedness described therein, said mortgage being recorded in the office of the Judge of Probate of Coffee County, Alabama, at Elba, in Mortgage Book 21-A, pages 23-28;

Whereas, default has been made by mortgagors in payment of the indebtedness secured by said mortgage and in the performance of the terms of said mortgage;

Now, therefore, Elba Exchange Bank, a Corporation, the mortgagee and owner of said note and mortgage, will sell, under and by virtue of the power of sale contained in said mortgage, between 11 o'clock a.m. and 4 o'clock p.m. on the 24th day of June, 1960, at auction, to the highest bidder for cash, in front of the Court House door of Coffee County, in the City of Elba, Alabama, the real estate embraced in said mortgage described substantially as follows:

Lots 16 and 17 in Block 10, Moberly Heights, a Subdivision of the City of Elba, Coffee County, Alabama, including all the improvements thereon.

Said sale will be made for the purpose of realizing the mortgage debt, together with all expenses of this sale, including a reasonable attorney's fee.

ELBA EXCHANGE BANK, A Corporation, Mortgagee and Owner. 6-2, 6-9, 6-16

IN THE MATTER OF THE ESTATE OF W. M. HEAD, Deceased.

IN THE PROBATE COURT OF COFFEE COUNTY, ALABAMA, ELBA DIVISION

Letters of administration upon the estate of said decedent having been granted to the undersigned on the 16th day of April, 1960 by the Hon. J. O. English, as Judge of Probate of said County and State, notice is hereby given that all persons having claims against said estate are required to present the same within the time allowed by law or the same will be barred.

S. M. HEAD, Administrator of Estate of W. M. Head, Deceased. 6-2, 6-9, 6-16

PLACE A CLASSIFIED AD IN THE ELBA CLIPPER AND GET THE MOST FOR YOUR MONEY

ELBA Theatre

—Air Conditioned—

FRI-SAT, JUNE 3-4 DOUBLE FEATURE

TANK FORCE

Victor MATURE - Leo GERN

—ALSO—

RANDOLPH SCOTT

MAN IN THE SADDLE

JOHN LESLIE - ELLA DREW

CARTOON

SUN-MON, JUNE 5-6

JAMES STEWART - LEE REMICK

ANATOMY OF A MURDER

CARTOON

PERSONALS

Mr. and Mrs. Ralph Sharpless and children, of Opp, were guests of Mrs. Sharpless' parents, Mr. and Mrs. G. L. Pinkard Sunday.

Mrs. J. L. Larkins, Mrs. Willie Rhodes, Mrs. Herbert, and Mrs. J. W. Kendrick visited in Montgomery Friday.

Mr. N. F. Alday received word Wednesday that his brother had died suddenly in Greenville, Ala. Mr. and Mrs. Alday and Mr. and Mrs. Billy McColough attended the funeral in Greenville Thursday.

Mr. and Mrs. Martin Dyeas are visiting their parents in Elba this week.

Mrs. Milton O'Neil, of Andalusia was a guest of Miss Zeddie Rowe Wednesday night and Thursday.

Mrs. C. E. Dorsey, Mrs. S. M. Sawyer and Mrs. Martin Dyeas visited in Montgomery Friday.

Mrs. Edgar Vaughan visited in Enterprise and Dothan Friday.

Mrs. J. L. Larkins and her guest, Mrs. Herbert of Lancaster, Calif., and Mrs. Willie Rhodes and J. W. Kendrick spent Friday in Montgomery.

Mr. and Mrs. Jerry Brown have returned from several days' visit in New Orleans.

Mr. Lister Brunson went to Miami, Fla. last week on business, while Mrs. Brunson and children remained in Stuart, Fla. visiting relatives.

Mr. and Mrs. Lister Brunson, Mr. and Mrs. Duff English, and Mrs. Betty English were joined here by Dr. and Mrs. Emmett Brunson of Samson Wednesday. From Elba they went to attend a meeting of the Executive Board of National Security Insurance Co. at Martin Dam, near Goodwater, Ala.

Mr. and Mrs. Ran King and daughter have recently returned from Germany, where Mr. King has served two years of Army assignment. They are visiting their parents, Mr. and Mrs. Horace King and Mr. and Mrs. G. L. Pinkard.

Mr. and Mrs. Tom Beale and children flew to Kansas City Saturday, where they will spend several days in the home given by Mr. Beale's sister.

Mr. and Mrs. Billy Oggs and children spent Sunday at Sunnyside Beach.

Mr. and Mrs. J. C. Elder, of Jacksonville, Fla., were weekend guests of her parents, Mr. and Mrs. John Payne.

Mr. and Mrs. Chester Force and children, of Jackson, Miss., were recent guests of Dr. and Mrs. E. M. Warr.

Mr. and Mrs. Holland Harrison have returned from Nashville, Tenn., where they visited in the home of their son, Major Charles Harrison.

Whether you're buying, selling or renting, it always pays to place a Classified Ad with The Elba Clipper.

Those present were: Mrs. Ben Brock, Mrs. S. J. Casey, Mrs. George L. Collier, Mrs. Claude Fleming, Mrs. Neal Hutto, Mrs. Cecil Prescott, Mrs. Stanley Prior, Mrs. Lamar Rainer Jr., Mrs. Price Ringo, Mrs. E. M. Warr, Mrs. Clark Williams and the hostesses.

Mr. Marion Brunson and Miss Nancy Cowart, whose marriage will occur on June 4, were guests of honor at a dinner party given by Mrs. Haris Murphree at her home Thursday evening, May 26.

Following the dinner served from a beautifully appointed table, the group enjoyed playing bingo. The hostess presented an appropriate gift to each of the honorees.

Mrs. Murphree's guests were Miss Cowart and Mrs. Brunson, Mr. and Mrs. Josh Tatum, Mr. and Mrs. John Harper, Mr. and Mrs. Boyd Murphree, and Mr. Fred Harper Jr.

Officers Installed By Music Lovers Club

The Elba Music Lovers Club held its last meeting of the club year Thursday, May 19, at the home of Mrs. Jack Vaughan. Mrs. George Ford was co-hostess.

Artistic arrangements of red roses, combined with queen anne's lace, graced the tables in the living room.

Officers for the next two years were installed by Mrs. Claude Fleming, installation officer.

Each new officer was presented with a corsage of red roses tied with white ribbon.

After the installation, a delightful program of classic and semi-classic compositions was given by Mrs. George L. Collier, pianist, and Mrs. Clark Williams, soprano soloist.

Mrs. Williams was accompanied by Mrs. Collier. After the program, the hostesses served a delicious salad plate with coffee.

Those present were: Mrs. Ben Brock, Mrs. S. J. Casey, Mrs. George L. Collier, Mrs. Claude Fleming, Mrs. Neal Hutto, Mrs. Cecil Prescott, Mrs. Stanley Prior, Mrs. Lamar Rainer Jr., Mrs. Price Ringo, Mrs. E. M. Warr, Mrs. Clark Williams and the hostesses.

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The Thrifty HOUSEWIFE KNOWS SHE PROFITS FROM ADVERTISING!

She Has Found From Experience that she fares Better When She Buys
From Those Stores Which Advertise Regularly in Newspapers!

The Wise MERCHANT KNOWS

HE PROFITS FROM ADVERTISING!

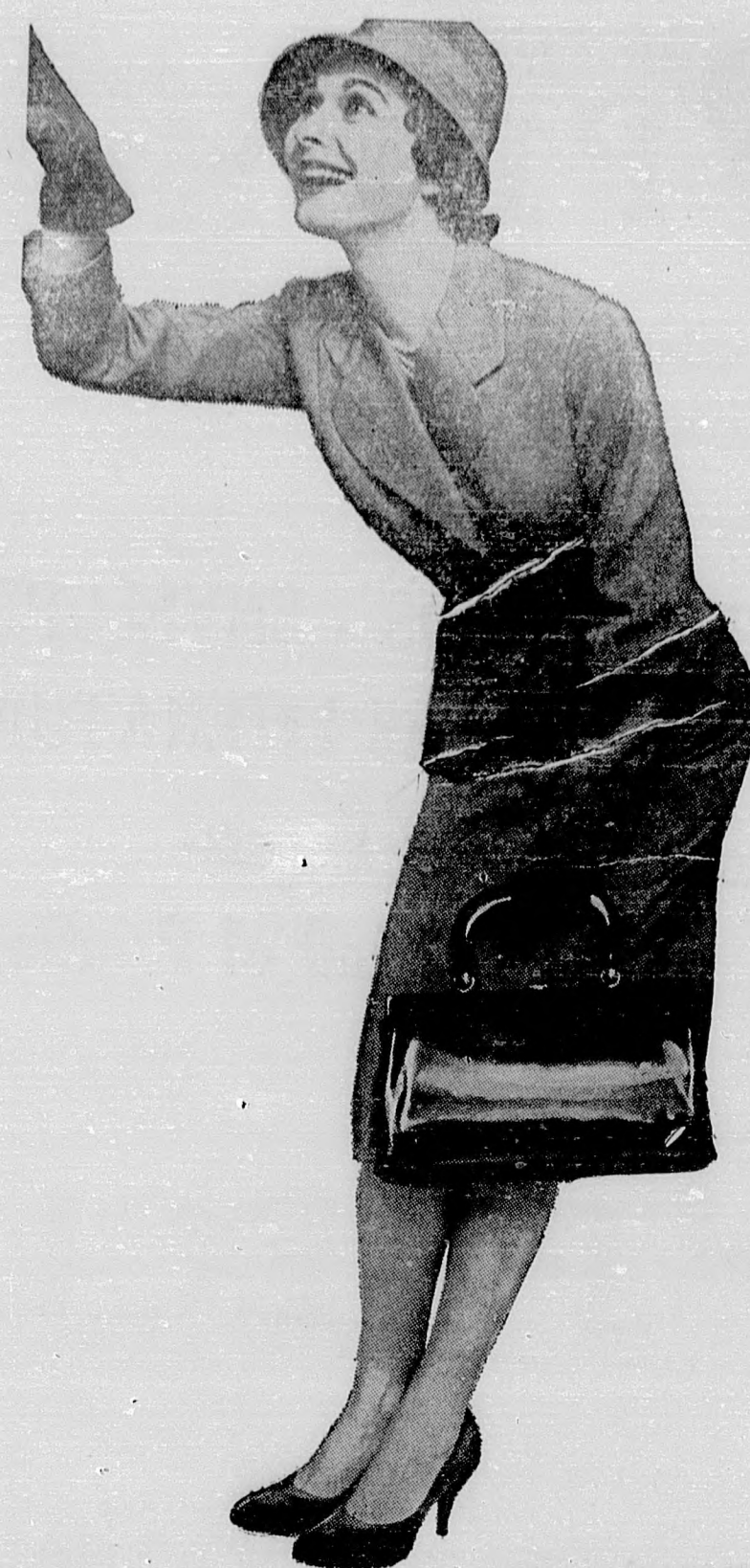
No business has to advertise. An experienced ad man is the first to disagree with the oft-repeated statement that 'You have to advertise.' Because you don't. But the most successful merchants are those who advertise. Because they want to let their customers know about their latest values and they have no fear to let their competitors know the same as their customers.

There are definite rules how to use it and the first rule is to budget the advertising the same as to budget the rent, payroll, gas, lights and water. Regular advertising is the keynote. No longer is advertising for clearance sales only. Customers want to know about regular price line merchandise too.

And there must be some reason why there is more advertising done in newspapers than in any other media. In fact, there is as much advertising done in newspapers as in the next highest three media combined.

All advertising is good, some better than others!

The Elba Clipper



Write and Mail —YOUR CLASSIFIED AD TO— The Elba Clipper

YOUR LOW COST IS				
Number of Words	4 Times	3 Times	2 Times	1 Time
18 or less	\$2.00	\$1.75	\$1.25	75c
19	\$2.00	\$1.50	\$1.33	76c
20	\$2.00	\$2.00	\$1.40	80c
21	\$2.00	\$2.00	\$1.47	84c
22	\$2.00	\$2.00	\$1.54	88c
23	\$2.00	\$2.00	\$1.61	92c
24	\$2.00	\$2.00	\$1.68	96c
25	\$2.00	\$2.00	\$1.75	\$1.00

Thereafter the rate is 4c per word first insertion, 3c per word second insertion, 2c per word third insertion, 1c per word per insertion for four or more insertions.

SELL - RENT - HIRE - FIND - BUY - SWAP

Your Classified Ad in The Elba Clipper lets you speak to hundreds of people—people who are interested in your offer—AT A TIME WHEN THEY WANT TO LISTEN! And that's when your message counts most! For quick results, mail your ad today!

Please print your ad on the following lines with dark pencil or ballpoint pen. (Ink may blur)

Please publish the above ad for _____ weeks starting _____ for which \$ _____
(Number Insertions) (Date) (Amount)

is enclosed. Any overpayment is to be refunded or I will pay any additional amount due.

NAME _____ ADDRESS _____

Mail to The Elba Clipper, Elba, Alabama — Classifieds payable in advance.

It Cost So Little and You Get Fast Results When You Use a Classified — Try It!

Air Conditioning—temperatures made to order—
for 1959-1960 models. Get a demonstration!

See the Chevy Mystery Show in color Sunday, NBC-TV—
the Fat Guy Chevy Showroom weekly, ABC-TV.

Why Look Beyond
America's
1st Choice Car
for the things you want



This is the Kingswood 4-Door
9-Passenger Station Wagon

With wagons like this one in the lineup, it's no wonder Chevrolet is the most popular car in the whole U.S. All five Chevy wagons, 6- and 9-passenger models, are widest where wagons should be wide—with comfortable seating space that becomes up to 92-cu. ft. of cargo area by a simple adjustment. All five feature all the things that are making Chevrolet first choice, too: FULL COIL SUSPENSION cushioning all four wheels... an ECONOMY TURBO-FIRE V6 that gets up to 10% more miles to the gallon on regular gas... or that well-known saver, the HI-THRIFT V6... the shift-free smoothness of TURBOGLIDE... a wider front seat and more entrance height in Chevy's ROOMIER BODY BY FISHER than you'll find in any other car of the leading low-priced 3. Now's the best time to stop by and let your dealer list all the reasons why YOU CAN'T BUY ANY CAR FOR LESS UNLESS IT'S A LOT LESS CAR! *Optional at extra cost.

Get in on the hottest thing this spring... see your local authorized Chevrolet dealer

ROSS SMITH CHEVROLET, Inc.

Phone TW 7-2258

Elba, Alabama

New Power Plant Draws Over 600

Andalusia — More than 600 persons from South Alabama and Northwest Florida visited the newly-enlarged McWilliams Power Plant of the Alabama Electric Cooperative during open house observance on Saturday and Sunday afternoons, May 21 and 22.

Visitors were taken on guided tours of the plant, which is located on the Conecuh River at Gantt. Refreshments were served.

The McWilliams Power Plant, major power-producing facility of the Alabama Electric Cooperative, went into full-time operation in late 1954, with a rated capacity of 15,000 kilowatts.

A recently completed \$1.5 million addition increased the rated capacity of the plant to 37,000 kilowatts. The McWilliams Plant is now capable of producing more than 1,000,000 KWH of electricity per day.

Open house at the McWilliams Plant was a feature of the nation-wide observance of the 25th anniversary of the establishment of the Rural Electrification Administration (REA).

Alabama Electric Cooperative provides electric power at wholesale to five rural electric distribution cooperatives and six municipalities in South Alabama, and to one rural electric distribution cooperative in Northwest Florida.

In the past 20 years the government has supported only 21 of the nation's 250 crops.

Radiator Repairs!

DONE THE RIGHT WAY!



Time To Drain...

...winter anti-freeze, clean out that radiator for summer - time driving! Don't be left stranded!

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"NO GIFT IS MORE

PRECIOUS THAN

GOOD ADVICE"

Françoise Rabelais

(1490-1553) said:

"TO A MAN OF UNDER-

STANDING, ONLY A WORD

IS NECESSARY"

Medicines, if properly fresh

and properly used, can accom-

plish much good. For every

sickness, there is always one

particular medicine that is

best. A wrong selection, from the

sands available, can be useless

and even harmful.

That is why we sincerely

advise you to let your physician

prescribe the one particular

medicine his judgment decides

is best for you. A prescription

can do more for you because it is

especially for you.

Your Doctor

Can Dial

TW 7-2407

When You Need a

Medicine

Pick up your prescription

while shopping near us. A

great many people entrust

us with the responsibility of

filling their prescriptions.

May we compound yours?

WHITMAN

DRUG CO.

TIME IS SHORT

World War II veterans of Alabama have two more months, under present law, to apply for GI home, farm or business loans. Neil R. Smart, manager of the Montgomery Veterans Administration Regional Office, reminded veterans today. The deadline is July 25, 1960.

INVITED TO INSTITUTE

Thorne Lane, manager of The Elba Clipper, has been invited by the Great Books Foundation to attend an all-expense - paid Institute for Program Development at Lake Forest College, Chicago, July 10-16.

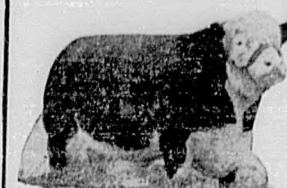
Get the Clipper Reading Habit

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SEWING MACHINE
Authorized
Sales and Service
VACUUM CLEANERS
FLOOR WAXER



Authorized Singer Sewing Machine Sales and Service is now available within easy calling distance, for the Elba and New Brockton area. Call us for new and used Singer Sewing Machines, Vacuum Cleaners, and Floor Waxers!

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8 to 24 months old, some performance tested, calfhood vaccinated. Some heifers also for sale!

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ELBA, ALABAMA PHONE TW 7-2336

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-For All Agricultural Purposes-

Educational or Family Needs — Timber and Part-Time Loans and Other Farm Needs!

Interest 6 Percent — Long Terms
See James S. Pridden, Jr., Manager

Federal Land Bank Assn. of Enterprise
118 Easy St., Enterprise, Ala. Phone FI 7-2581
City Hall Bldg., Elba, Ala., Tuesdays: 9:30 a.m. to 2 p.m.



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invitations and announcements

For this most thrilling message of your life, only the finest paper, only completely correct styling, only exquisite craftsmanship will do — and that's what you'll see on each and every page of the new Flower Wedding Line catalogue by Regency.

THE ELBA CLIPPER

